



MEMORANDUM

To: The National Leadership Council, Chapter Presidents, Council Chairs,
Embrace-A-Stream Committee, and Staff

From: Rob Roberts, Western Field Coordinator & EAS Program Coordinator
Laura Hewitt, Watershed Programs Director
Sally Armstrong, EAS Program Assistant

Date: September 16, 2005

Subject: 2006 Embrace-A-Stream Grant Program

Trout Unlimited is pleased to announce that it is now accepting Embrace-A-Stream (“EAS”) grant applications for eligible coldwater fisheries conservation projects. Since 1975, EAS has awarded more than \$3 million dollars in cash grants to TU chapters around the country. Last year, EAS provided \$170,000 for 32 projects that contributed to water and habitat quality improvements, native fish restoration, instream flows, youth education, fish population research, and chapter and council capacity building.

Chapters and councils are asked to submit proposals for conservation projects that best address the organizational priorities outlined in TU’s National Conservation Agenda and 2003-2008 Strategic Plan. The criteria used to evaluate proposals remain the same as last year. Projects will be evaluated based on the following criteria: Conservation Benefit, Strengthening TU Impact, Technical Merit, and Public Education and Outreach Plans. Throughout the history of the EAS program, it has been our experience that the most effective and successful projects have included these elements and have focused on a holistic approach to coldwater conservation.

There are a few minor changes to the Embrace-A-Stream application intended to help improve the quality of the proposals and reinforce the connection to the work of the larger TU organization. Enclosed are application materials for the 2006 funding cycle – please be sure to read each section carefully so that you understand the guidelines and proposal format. All of these documents can also be found on the Embrace-A-Stream section of the TU website (<http://www.tu.org/eas>), including copies of TU’s National Conservation Agenda, 2003-2008 Strategic Plan, and an example proposal from a highly-ranked project in last year’s grant cycle.

EAS Committee members (see enclosures) and staff are prepared to provide advice and guidance on potential project applications. Even if you do not have questions about preparing your proposal, please note the EAS program rule that requires applicants to contact their EAS committee representative to discuss proposal ideas by November 22, 2005. If you need assistance including capacity-building elements in your proposal, please contact John Gale, Chapter Support Coordinator at 703-284-9423 or jgale@tu.org. For further information or to request additional copies of the application forms, please contact Sally Armstrong at 703-284-9410 or sarmstrong@tu.org.

TU organizations in coastal areas and the Great Lakes region will receive more information in October on our continuing partnership with the National Oceanic and Atmospheric Administration's (NOAA) Community-based Restoration Program. This program enhances the capability of local TU organizations and communities to protect and restore coastal rivers and habitats for anadromous salmonids in the Atlantic, Pacific and Great Lakes areas in 2006.

Thank you very much for continuing to make the Embrace-A-Stream program such a success. We hope the changes to this year's program will further enhance your ability to conserve, protect, and restore our coldwater heritage. As always, we welcome your feedback on how to further improve the program.

Enclosed:

- 2006 Embrace-A-Stream Grant Instructions and Application
- 2004 National Conservation Agenda
- 2003-2008 TU Strategic Plan Summary